



WISCONSIN REALTORS® ASSOCIATION 2025 MEDIA KIT

Sponsorships | Advertising Opportunities | Real Estate Magazine | Email Marketing



YOUR GATEWAY TO WISCONSIN'S
REAL ESTATE PROFESSIONALS.

LEARN MORE INSIDE.

[WRA.ORG/ADVERTISE](https://wra.org/advertise)

ADVOCATE.
EDUCATE.
ELEVATE.



About the WRA

The Wisconsin REALTORS® Association (WRA) is one of the largest trade associations in the state, with more than 18,000 practicing real estate professionals, including sales agents, brokers, appraisers, inspectors, attorneys and loan officers. The WRA is dedicated to helping REALTORS® succeed by offering valuable resources such as a toll-free legal hotline, continuing education, advocacy, monthly housing statistics and industry publications.

Reaching Your Audience

The WRA provides numerous options to reach your target audience, ranging from print publications to online advertising. Our flagship publication, *Wisconsin Real Estate Magazine*, is the largest statewide real estate magazine in Wisconsin, featuring essential industry news, legislative developments, real estate legal information, housing statistics and more. Additionally, the WRA publishes a monthly *Legal Update* to keep you informed and engaged.

OUR MISSION: ADVOCATE. EDUCATE. ELEVATE.

Since 1909, the WRA has been committed to being the most effective advocate and authority for Wisconsin real estate laws, policies and professional development to help REALTORS® excel in their careers. Together, our work empowers communities, drives businesses to grow, and improves our quality of life.

SPONSORSHIPS



Signature Events

The WRA's Signature Events, including the WRA Annual Convention and REALTOR® & Government Day, attract hundreds of REALTORS® and industry leaders. Sponsorship of these events places your brand at the forefront of the real estate conversation in Wisconsin.

Benefits

- Prominent logo placement on event signage, materials and digital promotions
- Recognition in event marketing and on social media platforms
- Opportunity to give a keynote address or host a workshop (*Convention Only*)
- Dedicated space for branding and product displays (*Convention Only*)

Sponsorships start at \$1,000 per event.



Foundation

Support the Wisconsin REALTORS® Foundation, which plays a vital role in unifying REALTORS® behind charitable causes to make Wisconsin a better place to live, work and play. The WRF is dedicated to unifying REALTORS® to help children in the areas of education, hunger, homelessness, abuse and serious illnesses.

Benefits

- Logo inclusion on foundation materials, reports and websites
- Acknowledgment in foundation-related communications and events
- Connection with community-focused REALTORS® committed to positive change

Sponsorships range from \$1,000 or more.



Networking and Outreach

Enhance your brand's presence through sponsorship of the WRA's networking events and outreach initiatives, designed to foster relationships among REALTORS® and promote community engagement.

Benefits

- Logo display on event materials and digital platforms
- Opportunity to engage directly with attendees and promote your services
- Recognition in post-event communications and newsletters
- Exclusive sponsorship of specific activities, enhancing brand visibility

Sponsorships start at \$250 per event.

SPONSORSHIPS



Email Spotlights

Feature your brand in our targeted email campaigns that are keen for industry insights, resources and partnership opportunities, reaching a wide audience of 18,000+ REALTORS®. Choose from our monthly housing stats, weekly Legal News, professional development for agents or brokers, legislative new or a combination of all emails.

Benefits

- Prominent banner ad placement in selected email communications
- Optional dedicated spotlight section about your services or upcoming events
- Analytics report on email engagement and reach

Sponsorships start at \$250 per email.



In-kind Sponsorships

In-kind sponsorship provides an opportunity to contribute goods or services to support WRA events and initiatives. This partnership is ideal for businesses looking to showcase their offerings while supporting the real estate community.

Benefits

- Recognition as an in-kind sponsor in event materials or giveaway items
- Opportunity to showcase your products or services directly to attendees
- Brand visibility through event signage and announcements
- Custom partnership opportunities based on your contributions
- Sponsorship of food, beverages, or snacks at the event



Custom Sponsorship Packages

We offer customizable sponsorship packages to align with your marketing goals and enhance your brand's impact within the real estate community. Let's collaborate to create a tailored

For more information about sponsorship opportunities and to explore how we can work together, please contact:

Print and Digital Advertising

Joe Leschisin

VP of Marketing and Communications

Phone: 608-240-8265

Email: jleschisin@wra.org

Exhibit and Event Sponsorship

Chris Dregne

VP of Member and Customer Experience

Phone: 608-241-2047

Email: chris@wra.org

SPONSORSHIPS



ELITE LEVEL **\$20,000**

All elite level sponsorships receive:

Sponsorship of BOTH Signature Events

- REALTOR® & Government Day
- WRA Annual Convention

Recognition as a Sponsor

- Choice of one sponsor marketing experience
- Logo or display ad at event(s) and WRA website for one year

Advertising/Marketing

- Complimentary exhibit booth or table at Annual Convention
- Complimentary event registration for 10 people at Annual Convention

Choice of ONE Sponsor Marketing Experience

- WRA virtual webinar presentation (one year completion timeline)
- Two-minute company presentation at Annual Convention to attendees
- Complimentary two-minute promotional video creation (included in one email message)
- Blog or featured partner article

Receive All Applicable Marketing Benefits

- Exhibit double booth or table at Annual Convention (\$1,250 value)
- Golf outing hole sponsorship at Annual Convention (\$500 value)
- Two-page ad spread in *Wisconsin Real Estate Magazine* (\$1,805 value)
- Year-round display ads on WRA website (\$780 value)
- Two sponsored email message ads highlighting your company (\$700 value)
- Logo on all event email marketing
- Event signage with logo (when applicable)
- Verbal recognition during event

SPONSORSHIPS



PREMIER LEVEL

\$10,000

All premier level sponsorships receive:

Sponsorship of ONE Signature Events

- REALTOR® & Government Day
- WRA Annual Convention

Recognition as a Sponsor

- Choice of one sponsor marketing experience
- Logo or display ad at event(s) and WRA website for one year

Advertising/Marketing

- Complimentary exhibit booth or table at Annual Convention
- Complimentary event registration for 10 people at Annual Convention

Choice of ONE Sponsor Marketing Experience

- WRA virtual webinar presentation (one year completion timeline)
- Two-minute company presentation at Annual Convention to attendees
- Complimentary two-minute promotional video creation (included in one email message)
- Blog or featured partner article

Receive All Applicable Marketing Benefits

- Exhibit double booth or table at Annual Convention (\$1,250 value)
- Golf outing hole sponsorship at Annual Convention (\$500 value)
- One full-page ad in *Wisconsin Real Estate Magazine* (\$1,250 value)
- Year-round display ads on WRA website (\$780 value)
- One sponsored email message ad highlighting your company (\$350 value)
- Logo on all event email marketing
- Event signage with logo (when applicable)
- Verbal recognition during event

SPONSORSHIPS



GOLD LEVEL **\$5,000**

All gold level sponsorships receive:

Sponsorship of ONE Signature Event

- REALTOR® & Government Day
- WRA Annual Convention

Recognition as a Sponsor

- Choice of one sponsor marketing experience
- Logo or display ad at event(s) and WRA website for one year

Advertising/Marketing

- Complimentary exhibit booth or table at Annual Convention
- Complimentary event registration for five people at Annual Convention

Choice of ONE Sponsor Marketing Experience

- Two-minute company presentation at Annual Convention to attendees
- Complimentary two-minute promotional video creation (included in one email message)
- Blog or featured partner article

Receive All Applicable Marketing Benefits

- Exhibit double booth or table at Annual Convention (\$1,250 value)
- Golf outing hole sponsorship at Annual Convention (\$500 value)
- One half-page ad in *Wisconsin Real Estate Magazine* (\$915 value)
- Year-round display logo on WRA website (\$480 value)
- One spotlight email message highlighting your company (\$250 value)
- Logo on all event email marketing
- Event signage with logo (when applicable)
- Verbal recognition during event

SPONSORSHIPS



SILVER LEVEL **\$2,500**

All silver level sponsorships receive:

Sponsorship of ONE Signature Event

- REALTOR® & Government Day
- WRA Annual Convention

Recognition as a Sponsor

- Choice of one sponsor marketing experience
- Logo or display ad at event(s) and WRA website for one year

Advertising/Marketing

- Complimentary exhibit booth or table at Annual Convention
- Complimentary event registration for three people at Annual Convention

Choice of ONE Sponsor Marketing Experience

- Blog or featured partner article

Receive All Applicable Marketing Benefits

- Exhibit single booth or table at Annual Convention (\$900 value)
- Golf outing hole sponsorship at Annual Convention (\$500 value)
- One quarter-page ad in *Wisconsin Real Estate Magazine* (\$575 value)
- Year-round display ads on WRA website (\$480 value)
- Logo on all event email marketing
- Event signage with logo (when applicable)
- Verbal recognition during event

SPONSORSHIPS



BRONZE LEVEL \$1,000

All bronze level sponsorships receive:

Recognition as a Sponsor

- Logo at event(s) and WRA website for one year

Advertising/Marketing

- Complimentary event registration for two people at Annual Convention

Receive All Applicable Marketing Benefits

- Logo on all event email marketing
- Event signage with logo (when applicable)
- Verbal recognition during event

DIGITAL MARKETING

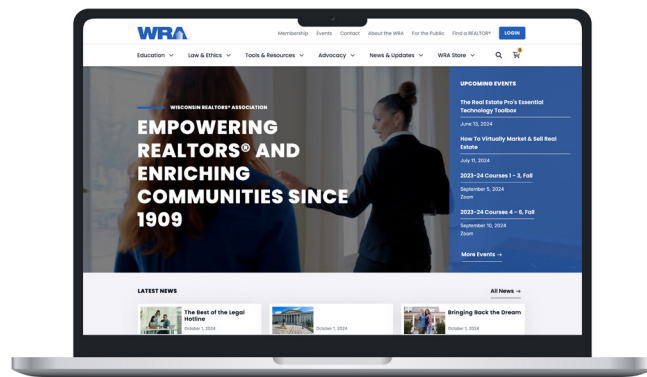


WRA.org

Unlock the potential of online advertising with the WRA website — a prime platform to connect with WRA members. Our advertising options are designed to maximize your visibility and engagement, ensuring that your message reaches the right audience.

Premium Homepage Ads

Maximize exposure with a prime ad placement on the main homepage to capture the attention of all visitors.



Ad size: 2256 x 272 pixels

\$100/month

Targeted Section Ads

Choose specific sections of the WRA website for your ads to effectively target your audience.

Ad size: 656 x 336 pixels

\$65/month

Standard Banner Ads

Placed randomly across interior pages of the website.

Ad size: 656 x 336 pixels

\$40/month

DIGITAL MARKETING



Email Marketing

With a dedicated audience and a strong online presence, we offer unique opportunities for brands to connect with our community through targeted email marketing and sponsorship.

- Delivered to 18,000+ members
- 25.7% open rate (2024)
- Includes graphics and hyperlinks

Sponsored Ads

A featured spotlight message included in the top section of an email.

- Bolded headline
- 550-character description of product or service (includes spaces)
- Color graphic or logo (250 x 250 pixels)

\$350/message

Spotlight Ads

A sponsored ad that will be placed on the lower section of an email.

- Bolded headline
- 350-character description of product or service (includes spaces)
- Color graphic or logo (108 x 144 pixels)

\$250/message

PRINT



Wisconsin Real Estate Magazine

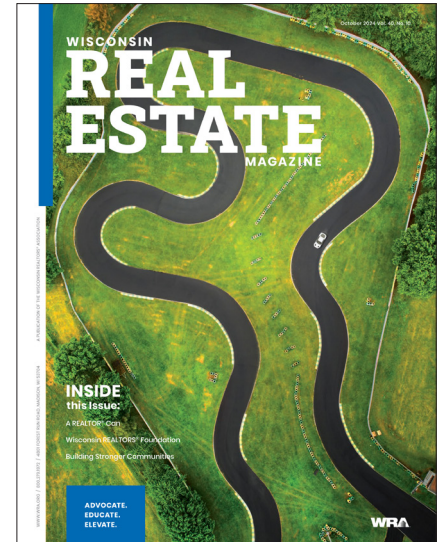
Wisconsin Real Estate Magazine is the only statewide real estate magazine in Wisconsin. It is the vital link between paying members and our statewide organization. It provides more than 18,000 readers with industry news, legal topics, sales tips, market trends, legislative updates, technology articles, product reviews and more.

Audience Profile

The WREM targets Wisconsin real estate professionals better than any other magazine or newspaper in the state of Wisconsin. Below is a picture of what our target audience looks like. Data pulled December 2023.

Target Audience:

- REALTORS®
- Bankers
- Brokers
- Attorneys
- Appraisers
- Lobbyists



READER AUDIENCE

59%

Sales Agents

35%

Broker, Owner or
Manager

32%

\$100,000+
income

53%

female
readership

23%

have been in
business for
6-10 years

READER STATS

90%

read every
issue

69%

spend over 10
minutes reading
each issue

23%

read it cover
to cover

39%

keep the
magazine for 6+
months

93%

are satisfied
or better

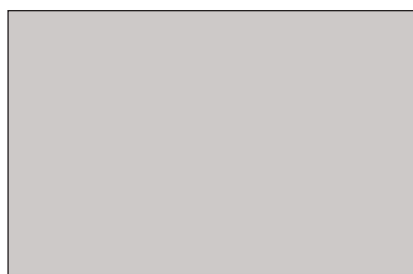
PRINT



Magazine Display Advertising Options

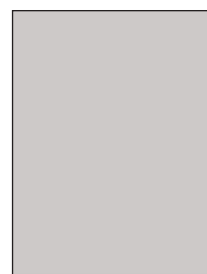
All sizes are non-bleed dimensions. For full bleed, add 1/8" to all borders.

*Rates subject to change without notice. Please call 608-241-2047 for latest pricing.



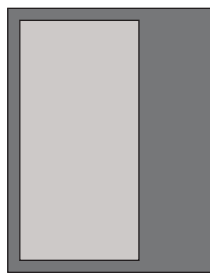
Two Page Spread

17" x 10.875"



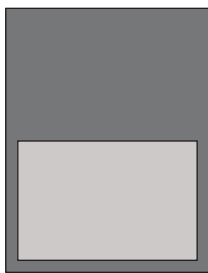
Full Page Spread

8.5" x 10.875"



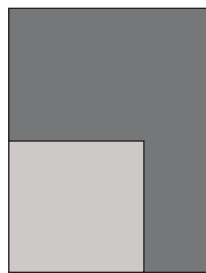
2/3 Page Vertical

5.0" x 10.125"



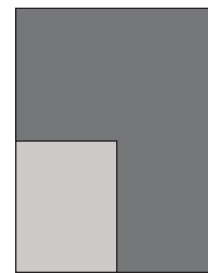
Half Page Horizontal

7.75" x 5.0"



1/3 Page Horizontal

5.3125" x 5.4375"



1/4 Page Horizontal

4.25" x 5.475"

Four Color	Dimensions	1x	3x	5x	11x
Full page (trim size)	8.5" x 10.875"	\$1,250	\$1,080	\$975	\$875
2/3 page vertical	5" x 10.125"	\$1,030	\$925	\$840	\$750
1/2 page horizontal	7.75" x 5.0"	\$915	\$825	\$745	\$675
1/3 page horizontal (box)	5.3125" x 5.4375"	\$690	\$620	\$555	\$500
1/4 page horizontal	3.5" x 4.875"	\$575	\$520	\$460	\$420

Covers	Dimensions	1x	3x	5x	11x
Inside Front Cover	8.5" x 10.875"	\$1,325	\$1,185	\$1,060	\$960
Inside Back Cover	8.5" x 10.875"	\$1,290	\$1,165	\$1,040	\$935
Two page spread	17" x 10.875"	\$1,805	\$1,630	\$1,460	\$1,320



Legal Update

Stay informed with the Legal Update, brought to you by the WRA. Each month, we deliver valuable insights and in-depth analysis on the latest developments in real estate law. Designed for real estate professionals, it covers current and emerging legal issues impacting Wisconsin's real estate industry, ensuring you're always up-to-date on the most important legal matters.

Sponsorships start at \$350.



Membership Mailings

Membership mailings are specially curated communications sent to WRA members, providing exclusive updates, important notices and valuable resources to support your real estate business. These mailings are sent periodically throughout the year and cover a wide range of relevant topics that help members stay informed, compliant and ahead of industry trends.

Opportunities

- Timely industry news
- Exclusive member benefits
- Event and education alerts
- Important updates

Sponsorships start at \$350 per mailing.

Print and Digital Advertising

Joe Leschisin

VP of Marketing and Communications

Phone: 608-240-8265

Email: jleschisin@wra.org

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